

# Cheating His Animosity

## Hitchcock Says:

"The figures of the Post-Office Department show that Everybody's does not mail to exceed 200,000 copies per monthly issue. On the basis of 200,000 copies at one and one-fourth pounds per copy, the total weight is 250,000 pounds; figuring 125,000 pounds, or 50 per cent. of 250,000, as advertising chargeable at 4 cents per pound, it would cost \$5,000 per month, an increase of \$3,750 over the amount paid at the present time, or an increase of \$45,000 per year."

## Everybody's Magazine Says:

The figures of the Post-Office Department ought to show that Everybody's Magazine mailed of the December issue 307,000 copies; of January 320,000 copies, and of February 327,000 copies, because we mailed that many copies direct through the Post-Office Department and paid postage on them.

Rather a wide margin between 200,000 and 327,000; so business men would think. Either the Postmaster-General is not troubling himself to find out the facts or some of the department deficit is here accounted for.

Besides the 327,000 mailed direct we sent out 8,000 copies by express and freight on a circulation-building scheme, where the canvasser sells a year's subscription and delivers the first copy; and we sent to the American News Company 317,000 copies. Our total output for February then was 652,000 copies.

Now the Postmaster-General naively tells you we are mailing only 200,000 and then proceeds to prove that the proposed increase would only cost us a bagatelle of \$45,000.

Why does he ignore all the copies the News Company mails and the unsold copies (woe is us!) that come back through the mails. All of which we, of course, pay.

And why does not the Postmaster-General mention the copies handled by the express companies, whose rate will go up when, or if, the Government's rate goes up!

The facts are that any increase of rates will eventually and inevitably apply to our entire edition, as Mr. Hitchcock knows—which would mean more than \$150,000 a year. On his estimate of weights it would be \$146,250.

The publishers of Everybody's Magazine have been honestly striving to be a power for good in this country. It was a great shock to us when a year ago the President accused the magazines of feeding at the public crib. The publishers took the Post-Office Department's figures and proved them wrong at a great many vital points. The Joint Committee of the House and Senate had previously found that there was no data from which the Postmaster-General could supply any figures. That the book-keeping methods of the Department were such that there was no data from which the Department could make any figures. Think of their trying to slip the measure through with the appropriation bill! Think of their trying to make it take effect with July 1st, with the close of the subscription campaigns, when we are obliged to carry out our obligations for the next year! The whole thing is as unfair as hell!

**Everybody's  
Magazine**

## Hitchcock Says:

"Estimating the amount of revenue of Everybody's Magazine per annum based on the publishers' statement of 650,000 alleged circulation, the gross income would be about \$1,400,000, divided as follows:

200,000 subscriptions at \$1	\$200,000
450,000 newsstand sales at \$1	450,000
150 pages of advertising per month at \$500 per page	750,000
	<u>\$1,400,000</u>

"Since the publishers state that the magazine makes each year for its stockholders only about \$100,000, the approximate cost of publication reaches the surprisingly high figure of \$1,300,000."

## Everybody's Magazine Says:

We are obliged to again call your attention to Mr. Hitchcock's loose methods with figures. One hundred and fifty pages of advertising at \$500 per page is \$75,000 for one month and \$900,000 for twelve months. He has cheated his animosity \$150,000 in the above figures. The total of his imaginings should be \$1,550,000 and his "surprisingly high" figure should be \$1,450,000.

But even this figure is not "surprisingly high" enough. It cost us last year \$1,200,000 to publish less than 500,000 copies per month. At that rate it would cost us more than \$1,500,000 to publish 650,000 copies a month without any increase in the postal rate.

The fact that Mr. Hitchcock cannot even imagine what it costs us to publish Everybody's Magazine when he tries real hard shows how little effort he has really made to understand the business he threatens to destroy.

Nothing more surely convicts him of incapacity than the above imaginary figures, with his quite evident disbelief in the "surprisingly high figure" which is really *under* the actual costs, rather than miles *above*, as he would imply.

And he is just as bad a guesser with the figures in the Post-Office Department. He simply doesn't know figures beyond knowing how many votes it takes to nominate a Presidential candidate.

Congress should not be influenced by what Mr. Hitchcock imagines the magazines may be making when the Administration has the reports filed under the corporation tax law showing actual profits.